

## **Tips for Recruiting Sponsors/Partners**

While working with sponsors and partners is not always important, recruiting sponsors and partners in the community is a good way to create a larger event while keeping the work load manageable for you and your staff. Consider partners that you naturally work with already, such as hospitals, schools, police and firefighters as well as groups you don't already work with but have a history of community involvement, such as stores, restaurants and places of worship. Below are tips to use when recruiting sponsors/partners for your event:

- Make the initial contact through personal acquaintances, if possible
- Match your needs with the organizations that can benefit from your efforts
- Prepare written information that describes your event, what you expect to accomplish and the benefits derived from their participation
- Write, call and meet with the potential sponsor(s)
- Give several options for involvement
- Choose specific, short-term activities that are likely to be successful
- Ask for a definite commitment to one or several tasks
- Be prepared to give something in return
- Clarify responsibilities on both sides
- Schedule and identify persons for follow-up contacts
- Encourage new relationships and seek new opportunities to work together
- Say thank you verbally and write a note